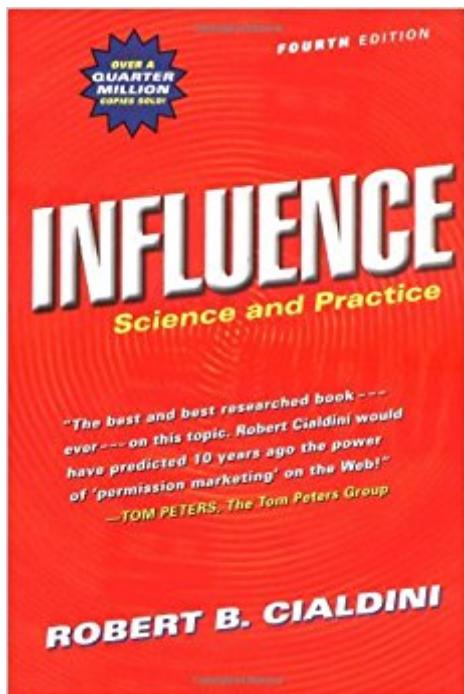


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# Influence: Science And Practice (4th Edition)



## **Synopsis**

Influence: Science and Practice is an examination of the psychology of compliance (i.e. uncovering which factors cause a person to say "yes" to another's request) and is written in a narrative style combined with scholarly research. Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and other positions, inside organizations that commonly use compliance tactics to get us to say "yes." Widely used in graduate and undergraduate psychology and management classes, as well as sold to people operating successfully in the business world, the eagerly awaited revision of Influence reminds the reader of the power of persuasion. Cialdini organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity. New Reader's Reports are included in the Fourth Edition and illustrate how readers have used one of the principles or have had a principle of influence used on them.

## **Book Information**

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## **Customer Reviews**

Right away, buyers should know that Cialdini has produced a less-expensive version of this book. "Influence: Science and Practice" is designed as a textbook for classroom instruction. So, it has things like chapter summaries and questions that can be assigned as homework. However, the other book "Influence: the psychology of persuasion," is designed for a more general audience. The content is basically the same, but it omits the classroom-oriented layout. It's also cheaper. If you are

a student who is buying textbooks online, this is probably what you (or rather, your professors) want. If not, get the other one. Both books focus on persuasive tactics. This is not a theoretical work trying to lay out a strategy of communication, like "Getting to Yes." This is a toolkit, designed to give the reader a selection of tools for specific circumstances. That is not to say that Cialdini lacks an understanding of more strategic thinking, just that it isn't the focus here. The underlying theory is that people tend to be hardwired to respond to certain stimuli in predictable ways. The book tells you what those stimuli are, that is, how to push people's buttons. And it does a very good job, which is why Cialdini has demand for two versions of the same book. I'm not going to list all of the tactics because the table of contents does that and, because they're detailed, they're difficult to understand without reading the book. But, they all have some basis in science and their effectiveness is empirically demonstrable, so you can trust that they work. The best part of this book, for me, was becoming more conscious of how others, including politicians, advertisers, and bosses, try to manipulate me.

"Influence" by Robert Cialdini is one of the most wonderful and influential books I've ever read! Other books have been written on the topic, but Cialdini's is the best and most influential of them all. "Influence" deals with the study of persuasion, compliance, and change - a subject that has application for every area of life. Cialdini presents the latest research on influence in a compelling way, clearly stating the 6 principles of influence and providing wonderful illustrations of each principle from advertising, psychology and other fields. If we understood these 6 principles better, we would be less subject to manipulation from others (for example, the manipulation to buy things we don't need or to buy more than we need). We might, in turn, also be able to understand how to influence others for good. The 6 principles of influence are:

1. The Rule of Reciprocity: "We should try to repay in kind what another person has provided us."
2. Commitment and Consistency: "Once we make a choice or take a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment."
3. Social Proof: "We determine what is correct by finding out what other people think is correct."
4. Liking: "We most prefer to say yes to the requests of people we know and like."
5. Authority - we have a deep-seated sense of duty to authority
6. Scarcity - something is more valuable when it is less available

I find that in my own life, these 6 principles are remarkably powerful and have the ability to explain a lot of the behavior I observe as a father, teacher, and priest. We would all benefit from memorizing and mastering these six principles. They are simple but extremely powerful.

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